GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:817
ANSWERED ON:25.11.2011
TOURISM AFFECTED BY NAXALISM
Ajay Kumar SHRI

Will the Minister of TOURISM be pleased to state:

(a) whether inflow of tourists has witnessed downward trend in Naxal affected States including Jharkhand;

(b) if so, the details thereof during each of the last three years, State/UT-wise including Jharkhand;

(c) whether the Government has launched any international media/ publicity ampaign to market the affected States as safe destination; and

(d) if so, the funds spent on it during 2010-11?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) and (b): The numbers of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) to States / UTs, including Jharkhand during 2008, 2009 and 2010 are given in the Annexure.

(c): Ministry of Tourism, as part of its promotional activities, releases print, electronic, online and outdoor media campaigns in the international markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the international markets under the Marketing Development Assistance (MDA) Scheme.

(d): An amount of Rs.76.73 Crore has been spent, during 2011−12 (till 15th November 2011) under the Plan Scheme "Overseas Promotion and Publicity including Market Development Assistance" of the Ministry of Tourism.